BRIEFING GUIDELINES

INDOCTRINATION
FOR
ACTION OFFICERS

Objectives

- Select the appropriate briefing for the target audience
- Prepare an informational brief
- Prepare a decision-making brief
- Discuss slide preparation
- Identify slide printing options
- Discuss delivery – the 4 Ms

The Target Audience

External: Organizations outside the Pentagon
or DOD, the local community, public service,
VIPs, conferences, etc.

Internal: Joint, OPNAV, CNO, Department,
Other N Codes

The Target Audience

External: primarily information

- high level, attractive, more media-rich, "sales"

Internal: primarily decision-making

- more detailed, concise, less media, "get to the point"

Information Brief

- What does the speaker want to convey
- Who will be in the audience
- Sensitive issues
- More graphic-intensive

Decision-Making

Information

- **What does the speaker want to convey**
- **Who will be in the audience**
- **Sensitive issues**
- **More graphic-intensive**

- **What's the intended outcome**
- **Who will be in the audience**
- **Key points**
- **Supporting details**
- **Sensitive issues**
- **Anticipate questions**
- **More textual in**

Slide Preparation - Text

- Font - San Serif - no more than 2
- Size - no less than 28 pt
- Style - regular or bold, upper & lower case
- Color - strong contrast with background

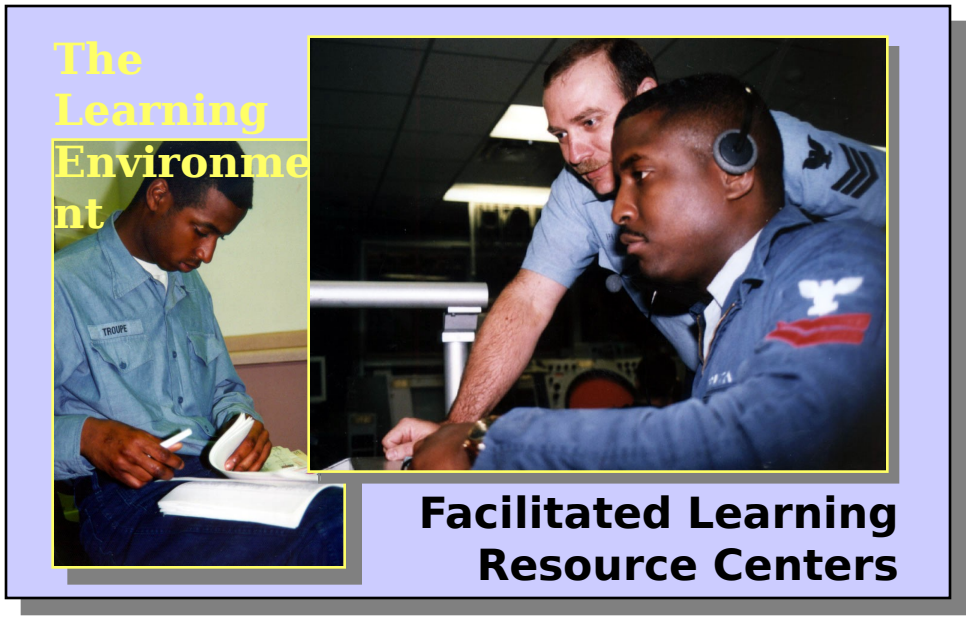
What We Are Doing Differently

- **Conducting Curriculum Analyses**
  - Learning Theories
  - Course Content
  - Students
  - Training Environment

- **Text lines - 5-7 Rule**
  - **5-7 lines**
  - **read in 12 seconds**

Slide Preparation - Visuals

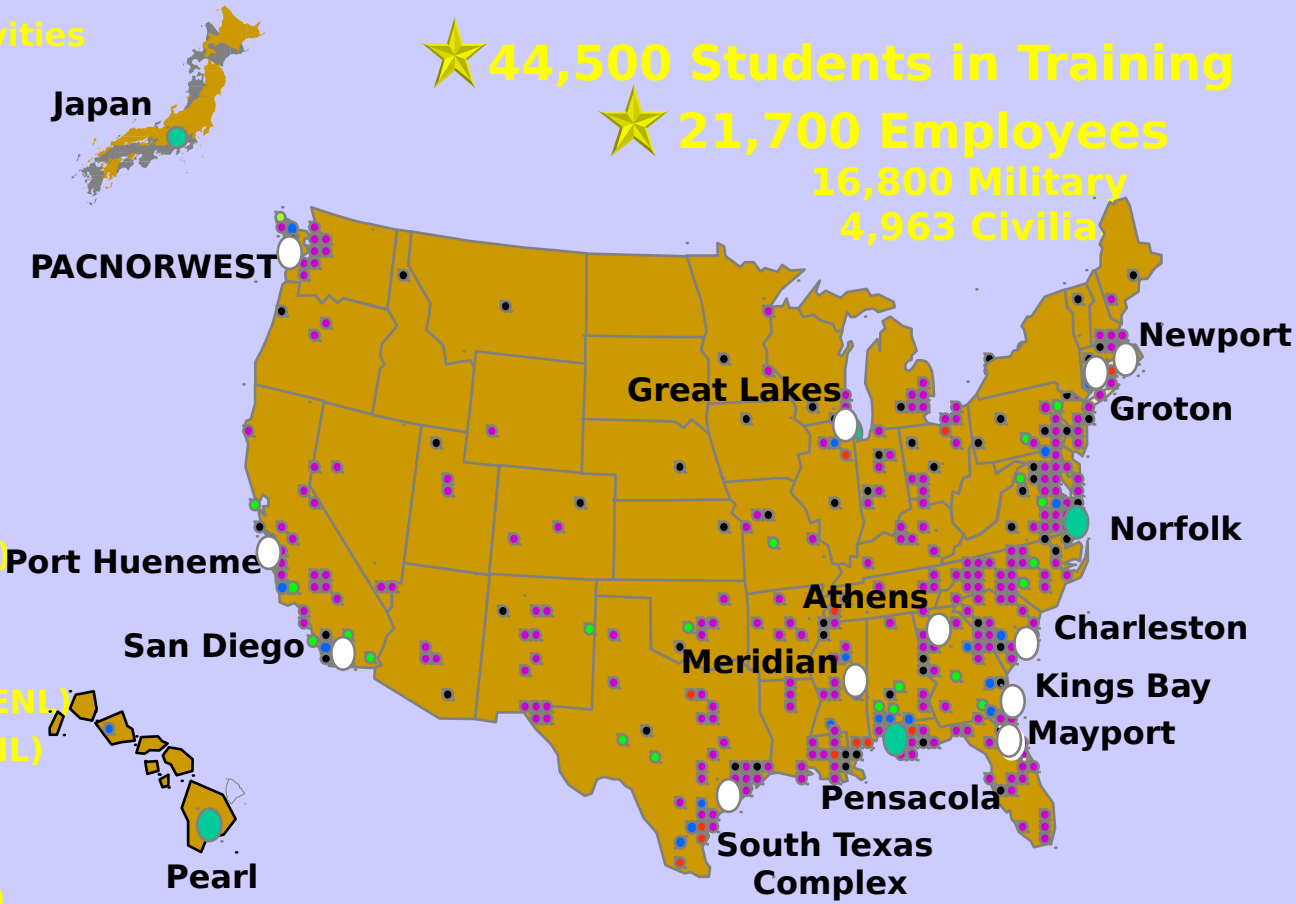
- Template - Simple
- Contrasting Background & Text
- Graphics - simple, clearly defined, replaces or supports text
- Visual line
- Orientation
- Depth



Too much information

166 Total Direct Reporting Activities
28 Detachments
9 Host Commands
35 Schoolhouses
27 Overseas Remote Sites
2 Area Coordination Regions
17 Medical / Dental Commands

Programs
Recruit Training
Officer Accession
NROTC - 57 Units (143 Schools)
Officer Candidate School
Initial Skill Training (OFF/ENL)
Skill Progression Training (OFF/ENL)
Functional Skill Training (OFF/ENL)
Undergraduate Flight Training
Professional Development
Leadership Training Continuum
Navy College Program - 64 Offices
Homeport Training
Local Training Authorities – 7 Sites
Navy Learning Network

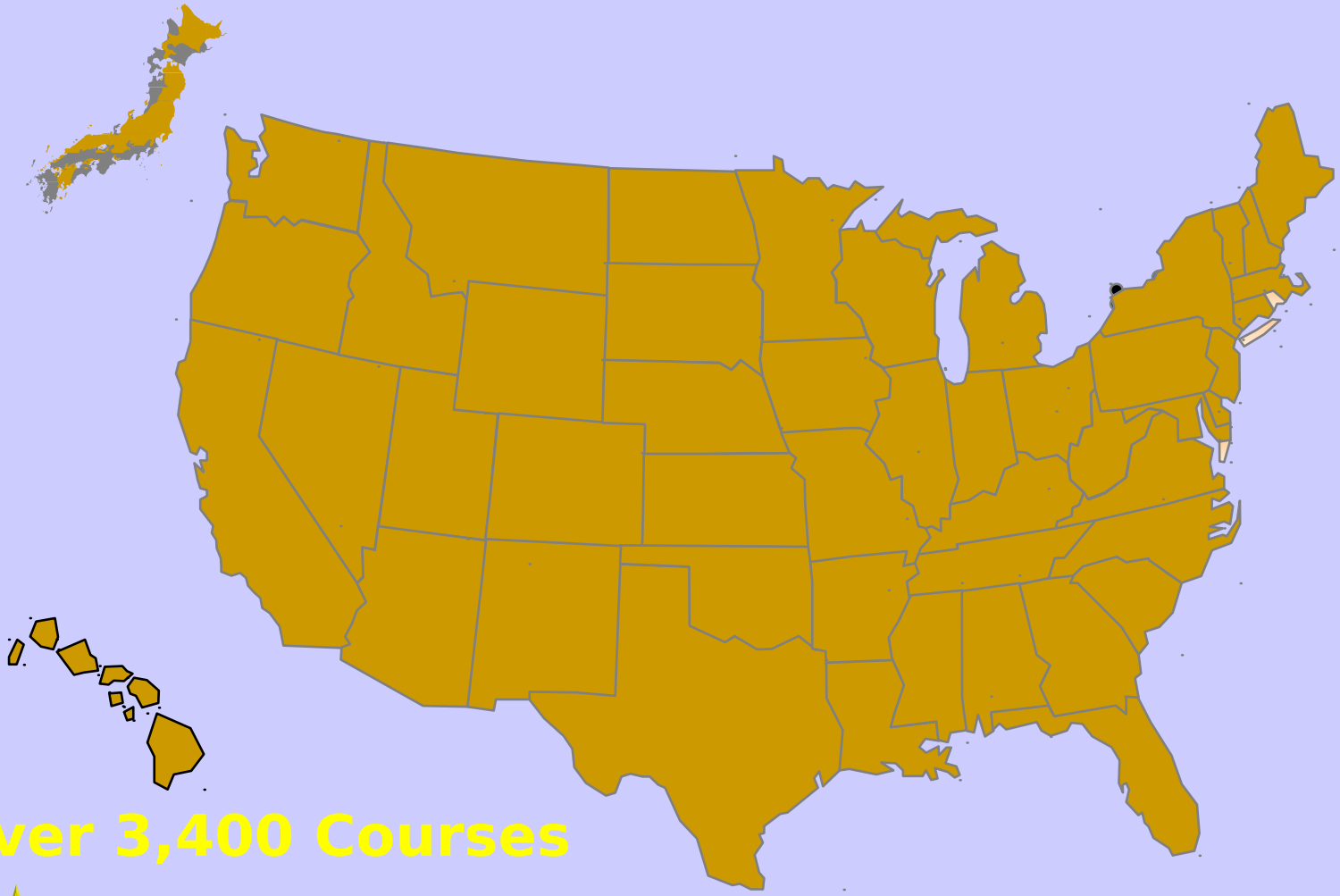


44,500 Students in Training
21,700 Employees
16,800 Military
4,963 Civilia

Over 3,400 Courses

"Every Sailor in the Navy is a CNET

Revision



- Over 3,400 Courses
- 4,500 Students in Training
  - 16,800 Military
  - 4,963 Civilian

Revision

Every Sailor in the Navy is a *CNET* Graduate

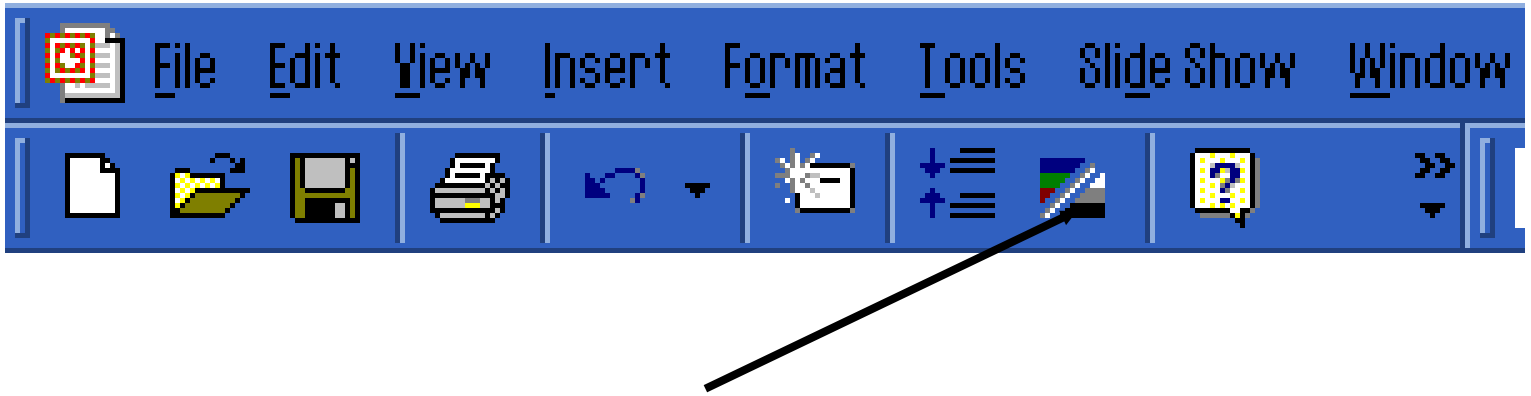
Draft CY 03-05 ESG Schedule

MAINTENANCE | BASIC PHASE | SURGE/SUSTAINMENT | MEU(SOC)SURGE

Name	Hull	Homeport	2003 J	F	M	A	M	J	J	A	S	O	N	D	2004 J	F	M	A	M	J	J	A	S	O	N	D	2005 J	F	M	A	M	J	J	A	S	O	N	D
SAIPAN	**LHA 2**	**NORVA**	16	(MEB 3)				27		PMA			10		9							17	(24 MEU)				17		3 PMA				2		1		
NASSAU	**LHA 4**	**NORVA**					29		8	COH					27		27																		4		
WASP	**LHD 1**	**NORVA**	1	DPMA				15		13						17	(22 MEU)				18			4 PMA				5		4							
KEARSARGE	**LHD 3**	**NORVA**	16	(MEB 4)				27							PMA		14		13									25		(26 MEU)			27		11	PM	
BATAAN	**LHD 5**	**NORVA**	16	(MEB 5)				27											1		DPMA			30			29										
IWO JIMA	**LHD 7**	**NORVA**			4		(26 MEU)					26				23	PMA	17		16																	
TARAWA	LHA 1	SDIEGO	6	(15 MEU)				13		24		PMA			25		25						27									16		(13 MEU)			
BELLEAU WOOD	LHA 3	SDIEGO		5		COH						8		7						17		(11 MEU)			17				11		13		11			
PELELIU	LHA 5	SDIEGO						17		22		(13 MEU)			28							PMA	15		14						15	DPMA			12	
BOXER	LHD 4	SDIEGO	17	(MEB 1)				22									3		5		4															31	
BH RICHARD	LHD 6	SDIEGO	17	(MEB 2)				22		30		RAV	17			15										6		(15 MEU)			6			12		14	
ESSEX	LHD 2	JAPAN																					(MEU 31)														
6 month or less Deployment				3	3	3	3	3													1	1	2	2	2	3	2	2	1	1	1		1	1	1	1	1
Greater than 6 mo Deployment			3	5	6	6	6	5	4	2	3	3	2	2	2	2	2	2	2	2	2	2	2	1	1	1	1	1	1	2	2	2	2	2	2	1	2	2
Maintenance Period			1	2	2	2	2	2	3	3	3	4	3	3	3	3	3	2	2	1	2	2	2	1	2	1	1	1	1	2	2	2	2	1	2	3	1
Combat Surgable			3	1	1	1	1	1			1	1	1	2	3	4	3	3	5	6	6	6	5	5	6	5	4	5	5	5	5	6	4	4	5	4	5	4
MEU/SOC Capable			3						1	1												1	1	1	1	1	2	2	2	1	1	1	2	1	1	2	1	2
TOTAL EMPLOYABLE			9	9	10	10	10	9	5	3	4	4	3	4	5	6	5	5	7	8	9	10	10	9	10	10	9	10	9	9	9	9	8	8	9	8	9	9
Safe to Sail			2	1	0	0	0	1	4	6	5	4	6	5	4	3	4	5	3	3	1	0	0	2	0	1	2	1	2	2	1	1	2	2	2	2	0	2

as of Dec 2003

Printing Options



- Use the greyscale preview option
- Use reveal and dim text vice overlays
- Depending on the audience: one slide per page, multiples with notes
- Use the Notes feature for additional information & print the Notes pages

Delivery – The 4 Ms

Think . . .

- Mission
- Media
- Message
- Management

Mission

1. **Identify your purpose**

2. **Establish specific objectives**

- to inform
- to instruct
- to motivate
- to persuade
- a combination of any or all

Mission

1. **Identify your purpose**

2. **Establish specific objectives**

- actively stated
- direct hits
- straight line to goal

Message

3. Outline the main points

- use idea clusters
- subdivide for clarity

4. Anticipate questions

5. Gain attention

Message

3. Outline the main points

4. Anticipate questions

5. Gain attention

- prepare answers
- use hidden buttons
- practice with a devil's advocat

Message

3. Outline the main points

4. Anticipate questions

5. Gain attention

- think of the last slide FIRST
- attention is not limited to the first slide

Media

6. KISS - keep it simple & succinct - 12 seconds
7. Use sans serif fonts
8. Write simple headlines
9. Use graphics & charts
10. Use Support material advantageously

Management

12. **Self**
13. **Room**
14. **Audience**
15. **Time**

- Angle shoulders 45°- friendly
- Square shoulders-power
- Voice & diction
- Energy, Vitality, Enthusiasm

Management

12. **Self**
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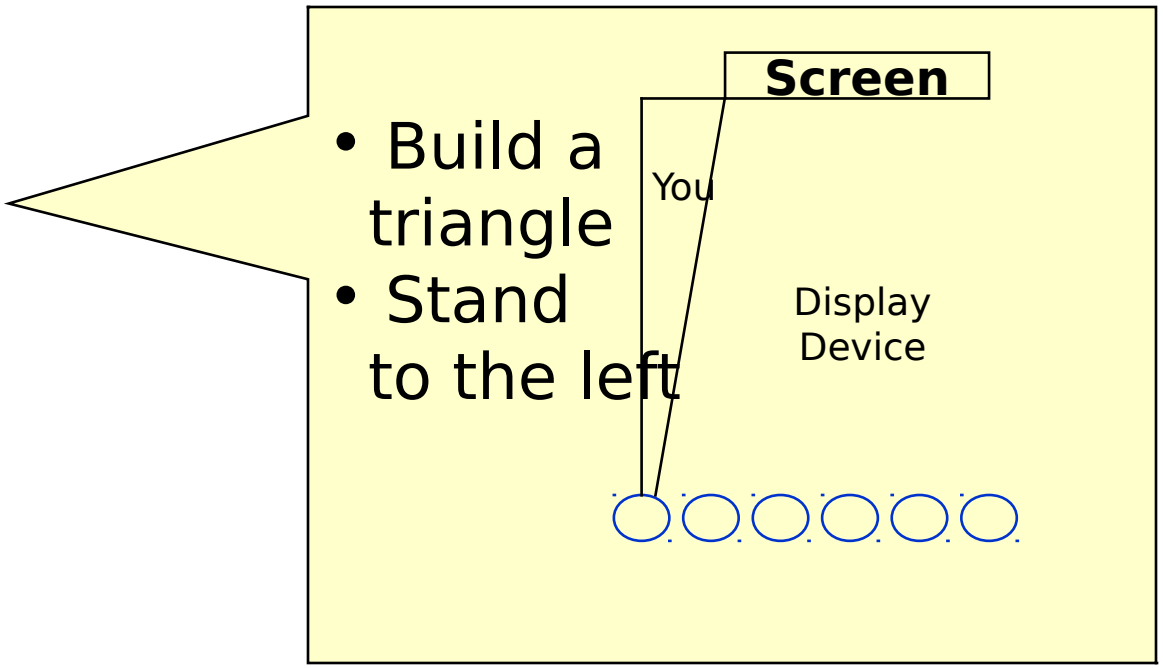

Management

12. **Self**
13. **Room**
14. **Audience**
15. **Time**

- Establish eye contact
- Reach out
- Use silence
- Address individuals
- Get agreement
- Build coalitions before the brief

Management

12. **Self**
13. **Room**
14. **Audience**
15. **Time**

- Arrive early, stay late
- Begin promptly
- Maximum use
- Brief

Briefing Checklist

Mission

- ☑ Purpose
- ☑ Objectives

Message

- ☑ Points
- ☑ Questions
- ☑ Attention

Media

- ☑ KISS
- ☑ Font
- ☑ Headlines
- ☑ Graphics
- ☑ Support

Management

- ☑ Self
- ☑ Room
- ☑ Audience
- ☑ Time

Remember . . .

The audience

knows if you're less than prepared.

knows if you're less than convinced.

always knows!